

Gail Higgins

Trans-action

SOCIAL SCIENCE AND MODERN SOCIETY

Box 1043a, Washington University
Skinker at Lindell Boulevard
St. Louis, Missouri 63130

Non-Profit Org.

U. S. POSTAGE

PAID

PERMIT NO. 174

St. Louis, Mo.

T NELSON
BX 1546
POUGHKEEPSIE NY 12603

"I hope you won't take this personally..."

"Of course I'm not as good at this as you are, but..."

"I've given this a lot of thought, and believe me it's for the best interest of everybody, including you..."

Dear Reader:

So begins "The Art of One-Downmanship" in a recent issue of TRANS-ACTION. The article, written by a highly qualified social scientist, insists that, after the use of one of these conversational prefaces, anyone can be insulted with impunity. And with imagination.

Now it is not the purpose of Trans-action nor this letter to interest you in a reverse Dale Carnegie course. The excerpt above is merely to illustrate how fascinating (and useful) the social sciences can be.

This is the realm of Trans-action -- people and society. But not as you probably encountered the subject in school. For our magazine is not a text book, nor a professional journal. It is a magazine for intelligent people who are interested in knowing more about how man behaves and thinks. For instance:

"Is There An American Protestantism?" reports that 69% of Protestants believe without doubt that Jesus was divine, yet only 50% believe that Jesus walked on water.

From "Sororities and the Husband Game": "College-age 'actives' decide only the minor details; parent-age alumnae control the important choices."

"Beyond Bureaucracy" forecasts that "In the next 25 to 30 years we should witness, and participate in, the end of bureaucracy and the rise of new social systems better suited to twentieth century demands of industrialization."

In an examination of "Our Unlovable Sex Laws" it is pointed out that "A man caught watching through a window while a woman undresses may be arrested as a voyeur, whereas if the sexes were reversed it is the undressing man who may be held as an exhibitionist."

As you can see, the social sciences are interested in just about everything -- just as you are. The war on poverty ... the racial crisis ... the ethics of psychoanalysis ... prospects for peace ... how and why people complain ... the social consequences of industrialization ... why some mothers don't love their babies ... even the specialized problems of wealthy athletes.

And why not?

After all, the social sciences -- psychology, sociology, political science, economics, and anthropology -- study and report on the behavior of people ... the most fascinating subject on earth.

But there is one important difference between the way Trans-action deals with people and society and the way other magazines do. Our authors do it with research facts and ideas. These social scientists from all over the country spend a great deal of time conducting their studies, confirming the accuracy of their findings, and preparing their reports. Only then come the opinions.

But Trans-action is not composed of dull unbroken pages of clinical jargon and abstruse charts. On the contrary, Trans-action is edited to be useful to intelligent people in all fields. We abhor the unclear and convoluted sentence as much as you do.

Hence, our articles are as readable as they are authoritative.

As one professor said after he had seen his article in Trans-action: "It is just a little startling to meet some of my thoughts coming back to me in plain English." And he was pleased by the pictures that illustrated his piece.

When you read Trans-action your understanding of why people and organizations act as they do will be enhanced. Indeed, your perception of yourself may possibly grow too.

Not in leaps and bounds perhaps, but with gradual and gratifying insights. When you think about it, that's a fair amount to ask of any magazine.

And you'll enjoy reading it. That's guaranteed. If we disappoint you, you can have your money back. Just cancel, and we'll refund everything you paid.

The price, by the way, is a modest one ... just \$6.00 a year for your ten issues (combined issues in January/February and July/August). And as the enclosed form indicates, you can pay now or wait until after you're enjoying Trans-action.

Either way, we pay the postage ... and either way, you'll be ahead.

Sincerely yours,

A handwritten signature in dark ink that reads "Gail Block Higgins". The signature is fluid and cursive, with the first letters of each word being capitalized and prominent.

Gail Block Higgins
Circulation Manager

P.S. The March issue includes articles on: the social history and potential death of the game of pool in America.... worsening race relations in Great Britain ... who takes the blame, and why, in major disasters ... the surprising results of a recent national survey on crime in the streets ... a look at radical rightists as people in the throes of status and value conflicts ... how much difference will the "one man, one vote" standard make in state politics ... what happens to "brave" dropouts on a Sioux Indian reservation.

Trans-action

SOCIAL SCIENCE and MODERN SOCIETY

PUBLISHED AT
Washington University
St. Louis, Mo.

FREE
Examination

TRANS-action

Ideas and facts
from people who
KNOW . . . for
people who need
information in
order to DO.

New insights,
reliable research,
timely informative
articles from the
social sciences . . .

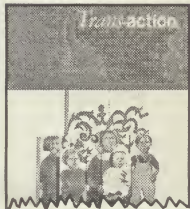
Psychology

Sociology

Economics

Political Science

Anthropology



FREE EXAMINATION!

A

ORDER FORM

Please send me the March issue of TRANS-ACTION and enter a trial subscription in my name for one year (10 issues) at only \$6.00.

If I am not completely satisfied with the magazine, I may cancel the subscription, keep the issue, and owe nothing.

☐ \$6.00 Enclosed

☐ Bill me later

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Mail this order form, in postage-free envelope enclosed, to:

Trans-action

Box 1043 a,
Washington University
St. Louis, Missouri 63130

Newsweek

Reprinted from Newsweek
issue of Feb. 15, 1965

"The physical sciences have their **Scientific American**, but until recently the social sciences had no publication in which the professional could speak intelligently—and intelligibly—to the layman. For the past year, however, Washington University in St. Louis, aided by a grant from the Ford Foundation, has given social scientists a public hearing through a bi-monthly magazine called **Trans-action**.

"Featuring by-line articles by such eminent academicians as sociologist Robert K. Merton of Columbia and anthropologist Oscar Lewis of Illinois, **Trans-action** offers an authoritative, jargonless, and well-illustrated view of the usually recondite world of the social sciences."

TIME

Reprinted from Time
issue of Sept. 16, 1966

"Rarely are sociological ideas so rapidly translated from print into action, but then **Trans-action** is no ordinary sociological publication. Written in brisk English, it examines such diverse material as mental hospitals, college sororities, and flying-saucer watchers."

Examine the latest issue of *Trans-action* free. Send the enclosed order form today. If the first issue is not all you expect, cancel your subscription, and your full payment will be refunded. Make your next transaction *Trans-action*.

the national magazine
of Social Science and
Modern Society

Trans-action

Ideas
and facts
from
people
who
KNOW

for people
who need
information
in order
to
DO

SOCIAL RESEARCH IN TERMS EVERYONE CAN UNDERSTAND

New insights, reliable research, timely
informative articles from the social sci-
ences . . .

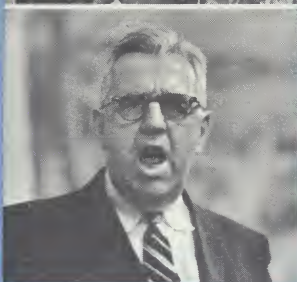
PSYCHOLOGY
SOCIOLOGY
ECONOMICS
POLITICAL SCIENCE
ANTHROPOLOGY

for

MANAGEMENT
COMMUNICATIONS
GOVERNMENT
EDUCATORS
SUPERVISORS
WELFARE
THE PROFESSIONS
CLERGY
CIVIC LEADERSHIP
INTELLECTUALS
. . . YOU



Trans-action covers all aspects of human behavior



Here are excerpts from important Trans-action articles during the last year:

The Two Presidencies (Aaron Wildavsky)—“In the realm of foreign policy there has not been a single major issue on which Post World War II presidents, when they were serious and determined, have failed. Their potential opponents are weak, divided, or believe that they should not control foreign policy.”

Advocacy in the Ghetto (Richard A. Cloward and Richard M. Elman)—“Many Mobilization for Youth Workers soon found that they had to do something more than refer, advise, and counsel if they were to get results. They were being called upon to take sides in a pervasive dispute between their clients and an agency of the welfare state.”

Abortion Laws and Their Victims (Alice S. Rossi)—“Social approval is extended to the woman who plans her family size by using contraceptive techniques, but if these fail, her only alternatives are acceptance of a pregnancy she does not want or the unsafe and traumatic experience of an illegal abortion.”

Negro Neighbors—Banned in Boston (J. Michael Ross, Thomas Crawford, Thomas Pettigrew)—“White resistance to interracial neighborhoods is far stronger and more entrenched than resistance to school desegregation. Residential desegregation—even with new federal legislation—will move too slowly to help the schools much.”

When Ministers Meet (C. Dale Johnson)—“Nearly all American clergymen subscribe to the values of brotherhood, cooperation, and tolerance—at least as abstract ideals. Although Sunday sermons to their congregations may be full of the rhetoric of harmony, relations between clergymen generally tend to be diffident, occasionally even hostile.”

The President, the Polls, and Vietnam (Seymour Martin Lipset)—“The President makes opinion, he does not follow it. The polls tell him how good a politician he is. They are a weapon against his critics.”

How Much Money Do Executives Want? (Edward E. Lawler III)—“Highly paid foremen (\$12,000 and above) were better satisfied than company presidents who received less than \$50,000.”

Are Psychiatrists Really Crazy? (H. G. Whittington)—“The psychiatrist becomes suspect by both scientists and humanists. Physical scientists will find the psychiatrist sentimental and perhaps even mystical; humanists will feel he is hard, analytical, and unfeeling.”

In Future Issues . . .

An intimate view of the social history of pool playing in America.

Do lonely people really read more than socially active people?

How racial tokenism—and dangerous new tensions—came to the Mississippi Delta.

A federal judge's view of psychiatric and behavioral science testimony.

Crime in the streets as the victims see it.

Who takes the blame, and why, in major disasters.

What to do about the draft?—A special supplement.

FIRST CLASS

PERMIT NO. 685

ST. LOUIS, MO.

B U S I N E S S R E P L Y M A I L

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY

Gail Higgins

Trans-action

Box 1043a, Washington University
Skinker at Lindell Boulevard
St. Louis, Missouri 63130

